

Event Impact Summary

Destination: Shreveport-Bossier Convention & Tourist Bureau

Event Parameters		Key Results	
Event Name:	Grambling Football Game	Business Sales (Direct):	\$1,059,684
Organization:	Grambling State University - Athletics	Business Sales (Total):	\$1,495,935
Event Type:	College	Jobs Supported (Direct):	947
Start Date:	8/30/2025	Jobs Supported (Total):	1,044
End Date:	8/30/2025	Local Taxes (Total):	\$74,113
Overnight Attendees:	4040	Net Direct Tax ROI:	\$68,008
Day Attendees:	6060	Estimated Room Demand:	2,826

Direct Business Sales

